Logo Guidelines

Landscape Logo

ASEAN University Network

Portrait Logo

Clear Space

Clear Space is a padded area defined by X, surrounding the logo that should be kept free of any interfering visual elements.

Primary Logo Marks

There are 4 main logo mark options: for Pathfinder, Colormark Primary Use, Colormark Small Use, and 2 solid monochrome options.

Colormark - Primary Use

ASEAN University Network

Monomark - Black & White

ASEAN University Network

Colormark - Small use

ASEAN University Network

Monomark - Color

ASEAN University Network

Project Information

Project Status: Logos & Brand Guidelines Project
Logo Designed: May 2023
Organization: ASEAN University Network

Logo and Guidelines Designed by

Rinrada Boondiskulchok
rinrada@hotmail.com
+66 65 552 8315
The Logo Mark Family

The entire Logo Mark family consists of 6 versions to be used as and when needed.

Logo Grid & Alignments

Brand Colours

Social Media & Application Icons

Brand Typeface: Gilroy ExtraBold and Nunito
Color Variations for Primary Logo

The primary logo has color variations to accommodate all creative and technical requirements, including a white version to be used on dark backgrounds.

The primary logo should be used on the majority of executions. Always ensure the logo has enough contrast from the background and that the brandmark and wordmark are both legible.

**Primary Logo with black wordmark**
To be used on a white or other light colored background where the white wordmark may not be visible.

**Primary Logo with white wordmark**
To be used on black or dark backgrounds where the black wordmark may not be visible.

**All white logo**
To be used on black or dark backgrounds where the black wordmark and tagline may not be visible OR on a red background where the red logo of the primary logo may not be visible.
Logos and Guidelines Designed by

Rinrada Boondiskulchok
rinrada.rinn@gmail.com
+66 80 552 8352

ASEAN University Network

Logo Guidelines

Project Information
Project Scope: Logo & Brand Guidelines Poster
Logo Designed: May 2021
Organization: ASEAN University Network

Improper uses
for primary logo

The red brandmark should be used on the majority of executions.
The alternate-white version exists only to accommodate production limitations.
Always ensure the brandmark has enough contrast from the background.

Do not change the logo’s color.
Do not apply different color combinations or change the logo to include flag colors or colors relating to social causes.
Do not angle the logo.
Do not stretch or manipulate.
Do not add words to the logo.
Do not use a single-color application other than those in the logo guidelines.
Do not alter any single element of the logo.

Do not apply a gradient to the logo.
Do not apply a drop shadow.